



One Ken Thomas

**Test Product**

Submitted by root on Thu, 09/30/2010 - 1:52pm

My Test Product

**\$19.95 including TAX-CZ excluding shipping costs**

\$19.95

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**Hello There! Let's talk about project needs, communications, and simplicity.**

Hello. This a *very simple website*.

I could apologize and mention "under construction," which it is. And I could talk about the needs of our clients' projects-- or all the things we might do with this website.

But let me stop and give you useful advice. Communications are about *simplicity*. They are about delivering a clear message, quickly and directly.

To learn more, don't read this. Go read the "[What is Communications?](#)" and "[Why is it Important to Communicate Well?](#)" in Scott McLean's [Business Communication for Success](#).

In addition to being a *clear* explanation of business communications and *why good communications matter*, McLean's book is available online. You can show it easily to any colleague, or two your staff. You can also purchase it in various formats, or choose to combine parts of it into your business' own communications curriculum.

When I talk about the simplicity of this website, I'm talking about a decision every businessperson should recognize.

How do you deploy your resouces -- especially your most important resouces, your *time*?

You should be busy making your product and making money. Do you need a website that *represents you*, with a lot of bells and whistles?

Here at OKT, we have a long list of projects we're working on-- they never seem to end! -- so why spend time making this look better?

Why indeed?

But let's talk about what this website *does*. It provides you with very basic, no-frills sense of our identity, the skyline of one of my favorite cities and one of our points of geographical presence.

It is also about to state **what we are and what we do** (note that the bold and underline help people find that):

We (mostly) program very specific parts of websites-- from making search tools and administration interfaces work, to entire high-quality graphical interfaces.

Almost always, we work with the [Drupal](#) Content Management framework.

We can do a lot more. We can also provide [Drupal](#)-based Web Development and other IT consulting services, including online presence, identity, brand-building and strategy services.

If you need a small or large website or web application, we can do that, or provide you with consulting services to better understand your needs and achieve them. If you have an existing website, we can evaluate it's technology-- or its message and effectiveness. We can come to you, analyze your business communications processes, and do anything from providing you with anything from written recommendations, to enacting a business communications improvement program for you.

But *mostly* we help make very specific web widgets for people who need very specialized web widgets. That's our specialty-- small pieces of computer code which help people do what they need to do.

And as a web widget producer, we don't think we need to state much more. Or to invest much more in a snazzy website.

What do you think? Feel free to comment. We believe in examining questions, reasonable discussion, and looking for best-of-breed solutions.

Because we think that good communications also startts with **beginning a conversation *and* learning how the other party reacts to your message.**

But we also believe that *there must be a business case for every expenditure*, and in *keeping it simple, clear and to the point*. We did not write "the award-winning Drupal CMS" above, because it's a little superficial to say Drupal is award-winning, and that 'CMS' is obscure jargon.

And we know we'd do well, to come back and link to quick explanations, of what Drupal, the awards it's won (and why!), and a "Content Management Framework" is, in case the reader doesn't know. That would be clearer, and better.

But we've taken enough of your time, don't you think?

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One Ken Thomas' main points of presence are Nashville (TN-US), Brussels (Belgium), Mexico City, and Prague (Czech Republic), with branch presences in New York City, San Francisco, and Tel Aviv. We can communicate in English, French, German, and Spanish; to a lesser extent, in Dutch, Flemish, Italian, and Czech; if necessary, we will make our best effort to communicate directly with clients in any Romance, Slavic or Germanic language if that is their preference.

Thanks for your time.

Yours,

Kenneth Thomas  
(M.A., C.Phil, U.C. Berkeley)  
Founder & Chief

(Please feel free to contact us at [inquiries@1kentthomas.com](mailto:inquiries@1kentthomas.com) !)

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